

INSIGHTS FOR IMPACT A CASE STUDY: DATA & SOCIAL MEDIA CAN LEAD TO HEALTHIER LIVES

unicef + facebook

“I could not stress enough how much we have learned about the power of Facebook and how to maximize our results to engage users with the right information at the right time. This can, literally, save lives.”

— Edith Asibey
Chief of Communication & Partnerships, UNICEF Brazil

Analysis of aggregated, anonymized posts on Facebook showed a spike in conversations about Zika as awareness of the disease spread.

DAILY INTERACTIONS ABOUT ZIKA ON FACEBOOK IN BRAZIL 5/5/16 — 8/31/16



1.8M POSTS
13M LIKES
1.6M COMMENTS
+ 858.3K SHARES
~ 17.3M TOTAL INTERACTIONS

A LOOK AT THE PARTNERSHIP

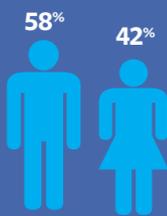
In February 2016, Facebook and UNICEF teamed up to understand the public conversation about Zika in Brazil. People were turning to Facebook to find information and to share with friends about Zika. UNICEF used these insights to create a campaign that engaged people across the country around Zika.

STEP 3 We then evaluated the effect of UNICEF's new Facebook posts.

STEP 1 Facebook worked with UNICEF Brazil to understand **who** is concerned about Zika and **what** they are worried about.

INSIGHTS

58% of Facebook posts about Zika in Brazil came from men, making them surprising advocates for raising awareness and preventive action.



“Aedes Aegypti”

The dominant topic in Brazil on Facebook was “Aedes Aegypti,” the mosquito that transmits Zika and other diseases, clarifying that preventive messages would resonate and address multiple diseases at once.

STEP 2 Using these insights, UNICEF tailored content on Facebook to align with Brazilian's concerns.

ACTION



A new post about the story of a father and his child who was born with microcephaly with the goal of activating men.



Practical posts to prevent mosquito population growth and bites with the goal of empowering people to act.

IMPACT

Q: Do you plan to take action to protect yourself from Zika?

82% “Yes”

STATISTICALLY SIGNIFICANT INCREASE: 3 percentage points

This suggests that boosted content caused people to take action to protect themselves from Zika.

WHO WAS TALKING ABOUT ZIKA AND TOP RELATED TOPICS FEB-JUN 2016

